

**General Plan 2020**

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**Commercial-Industrial Update  
Special Study Area Review**

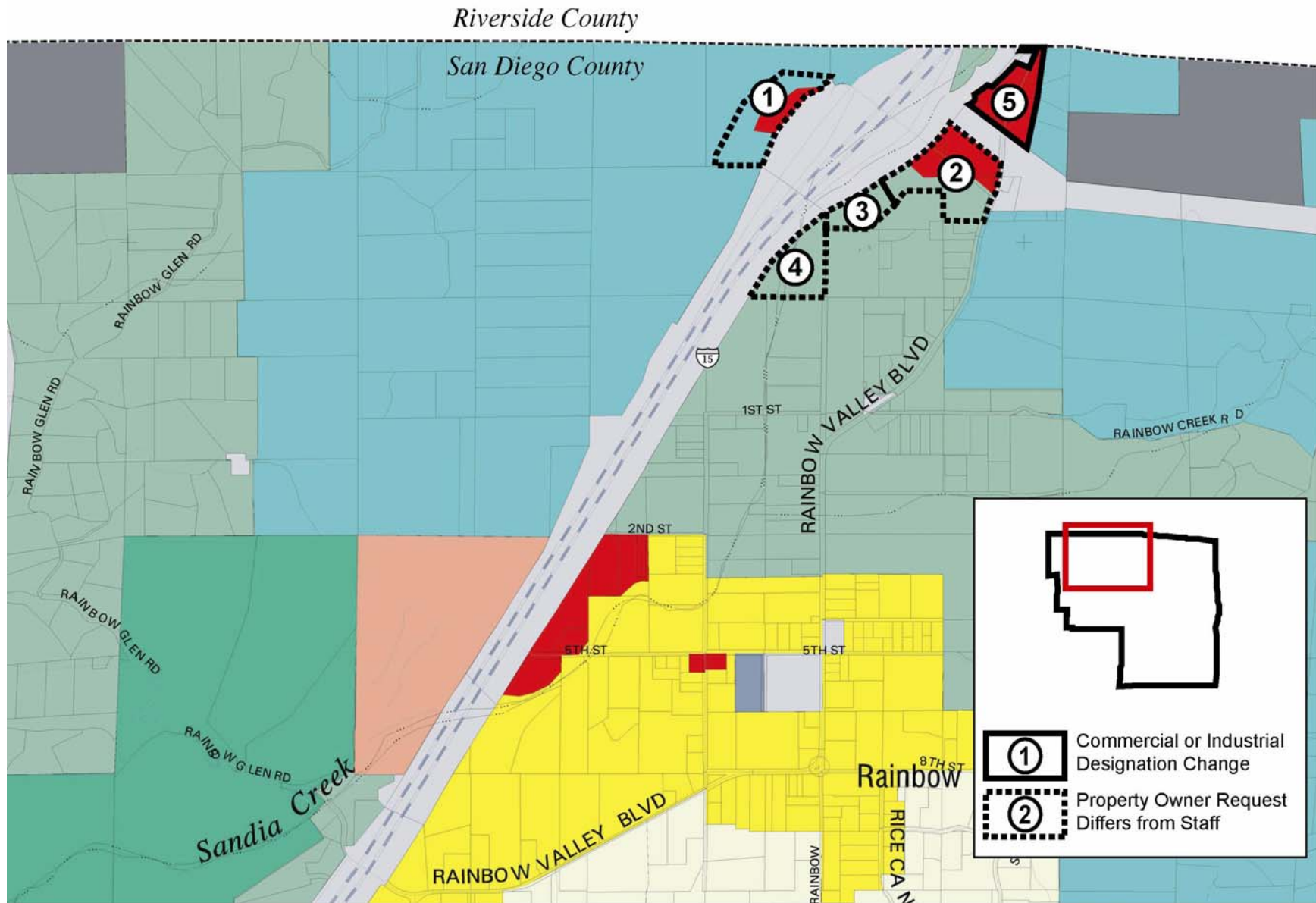
**HANDOUT**

*Planning Commission Hearing  
March 18, 2005*



GP2020 Planning Commission Hearings  
March 18, 2005

Rainbow (portion of)



**GP2020 Planning Commission Hearings  
March 18, 2005**

#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff	CPG/CSG	Owner		
2	<p>Retain existing area of (C-1) General Commercial</p> <p><u>Change (C-1) General Commercial to (C-4) Rural Commercial</u></p> <p>Retain existing area of (SR-10) Semi-Rural Residential</p>	<p><del>(C-1) General Commercial</del></p> <p><u>Retain existing area of (C-1) General Commercial</u></p> <p><u>Retain existing (SR-10) Semi-Rural Residential</u></p>	<p>Expand (C-1) General Commercial from approx. <del>2.5</del> <u>6.7</u> acres to <del>11.05</del> 15.7 acres <b>(Johnson)</b></p>	<p><i>Total Area:</i> <del>44.05</del> 15.7 acres <u>(includes approx. 9 acres of new commercial lands)</u></p> <p><i>Current Use:</i> Undeveloped</p> <p><i>Existing GP:</i> (13) General Commercial (17) Estate Residential</p>	<ul style="list-style-type: none"> <li>Not consistent with projected commercial demand. There is currently a surplus of vacant, commercially-designated lands</li> <li>Increased heavy truck traffic to local road network could result.</li> <li><u>Planning Group and staff do not support expanding commercial lands south of the existing commercially designated area or south of Rainbow Valley Blvd. West</u></li> <li>May impact community character/ inconsistent with community development model for Rainbow</li> <li>Within Rainbow Municipal Water District service area, however, sewer service is neither available nor planned for the area</li> </ul>
3	<p>(SR-10) Semi-Rural Residential</p>	<p><del>(C-4) Rural Commercial</del></p> <p><u>3/16/05 (SR-10) Semi-Rural Residential</u></p>	<p>(C-4) Rural Commercial <b>(Frulla)</b></p>	<p><i>Total Area:</i> 5.58 acres</p> <p><i>Current Use:</i> Undeveloped</p> <p><i>Existing GP:</i> (17) Estate Residential</p>	<ul style="list-style-type: none"> <li>Not consistent with projected commercial demand. There is currently a surplus of vacant, commercially-designated lands</li> <li>Site is highly visible from the I-15 Corridor</li> <li>Within Rainbow Municipal Water District service area, however, sewer service is neither available nor planned for the area</li> <li>The parcel is <del>limited</del> <u>constrained</u> by steep slopes (&gt;25%). <del>the entire site has over 25% slopes. Parcel lacks direct road access onto Old Highway 395 because of topography</del></li> </ul>

**GP2020 Planning Commission Hearings  
March 18, 2005**

#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff	CPG/CSG	Owner		
4	<p><u>Retain</u> (SR-10) Semi-Rural Residential</p> <p><u>Create a community – specific zone that would allow existing uses to continue</u></p>	<p><del>Support a land use designation to allow existing business to remain</del></p> <p><u>Supports property owner request</u></p>	<p>Commercial designation <u>or zone</u> to allow existing uses to continue <b>(Scrape)</b></p>	<p><i>Total Area:</i> 11.26 acres</p> <p><i>Current Use:</i> Existing contractor agricultural/industrial business</p> <p><i>Existing GP:</i> (17) Estate Residential</p>	<ul style="list-style-type: none"> <li>Request not consistent with projected commercial demand. There is currently a surplus of vacant, commercially-designated lands</li> <li>Existing quasi-commercial to medium industrial use surrounded by agricultural land uses (primarily nurseries)</li> <li>Uses on site are currently more compatible with an industrial designation</li> <li>Spot application of an industrial designation is not consistent with location criteria</li> <li><del>Regulatory</del> <u>Discretionary</u> process (rezone and/or major use permit) is more appropriate process to accommodate request and would allow site-specific review and on-going conditions to ensure compatibility w/ surrounding area</li> <li><u>Staff and Planning Group will continue to work with the property owner to develop a “community-specific zone” that would allow the existing agricultural related uses to continue in conjunction with a requirement to submit and receive approval of a Major Use Permit</u></li> </ul>

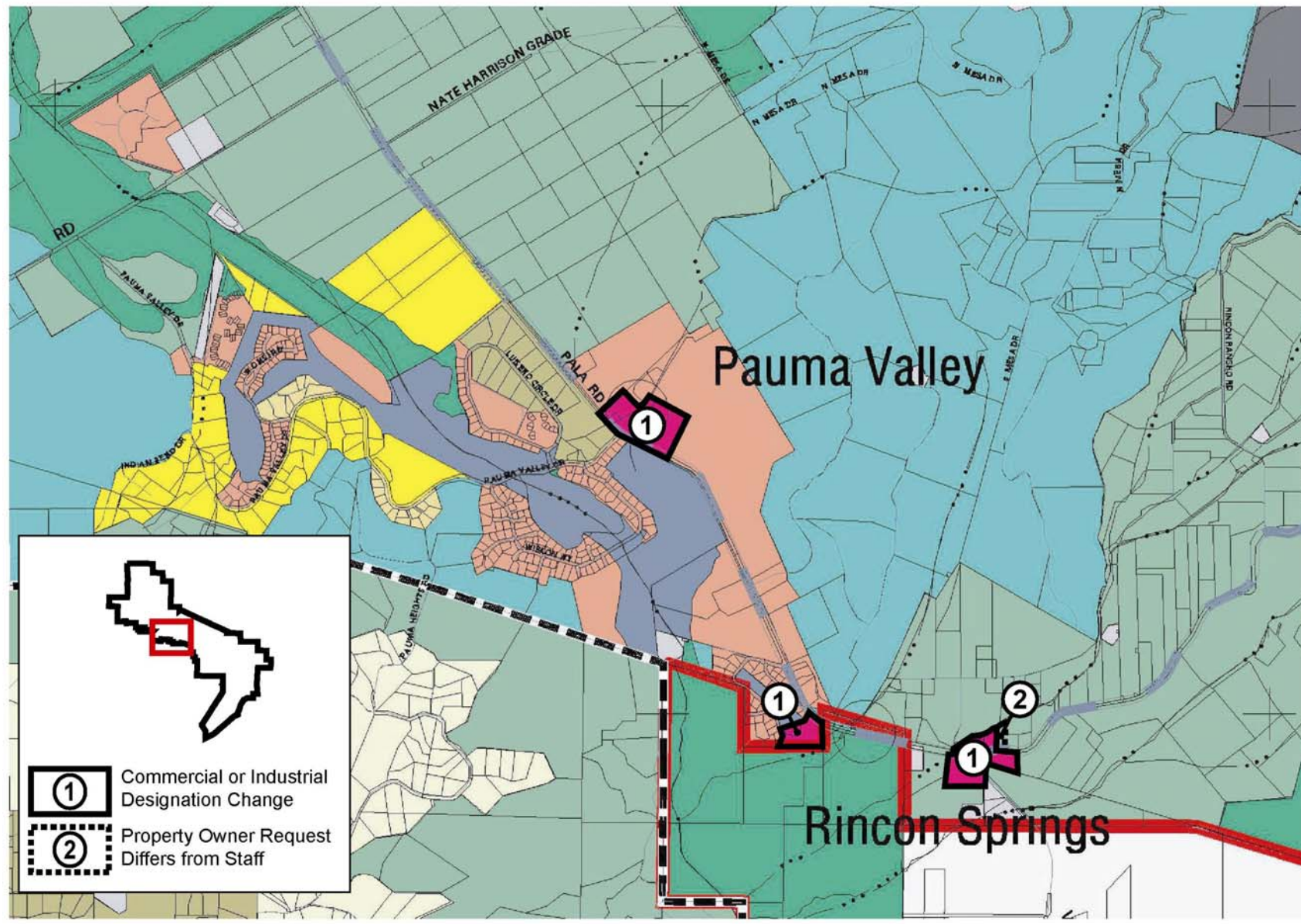
**GP2020 Planning Commission Hearings  
March 18, 2005**

#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff	CPG/CSG	Owner		
<u>5</u>	<u>(C-1) General Commercial</u>	<del><u>(C-4) Rural Commercial</u></del>  <u>(C-1) General Commercial</u>  <u>3/16/05 voted to reconsider area at a later date</u>	<u>No recommendation submitted</u>	<u>Total Area:</u> <u>8.5 acres</u>  <u>Current Use:</u> <u>RV storage and undeveloped</u>  <u>Existing GP:</u> <u>(17) Estate Residential</u>	<ul style="list-style-type: none"> <li>• <u>The area has direct access to a public road (Rainbow Valley Blvd.) and I-15</u></li> <li>• <u>Planning Group and staff support limited expansion of commercial lands that meet the objectives of the location criteria and community development model</u></li> <li>• <u>Recognizes an existing commercial business</u></li> </ul>



GENERAL PLAN 2020 PLANNING COMMISSION HEARINGS  
March 18, 2005

Pala-Pauma (portion of)



**GENERAL PLAN 2020 PLANNING COMMISSION HEARINGS**  
**March 18, 2005**

#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	PC/ Staff	CPG/CSG	Owner		
<u><b>2</b></u>	<u>Semi-Rural Residential</u>	<u>Semi-Rural Residential</u>	<u>Commercial (Villalobos)</u>	<u>Total Area:</u> 1.19 Acres  <u>Current Use:</u> Citrus grove, agriculture  <u>Existing GP:</u> (17) Estate Residential	<ul style="list-style-type: none"> <li>• Located at the intersection of State Route 76 and S6</li> <li>• Neither the Sponsor Group or staff support the expansion of commercial frontage on Highway 76</li> <li>• Sight distance and traffic safety issues have been identified by the community if this property is developed for commercial purposes</li> <li>• Inconsistent with the community development model</li> </ul>



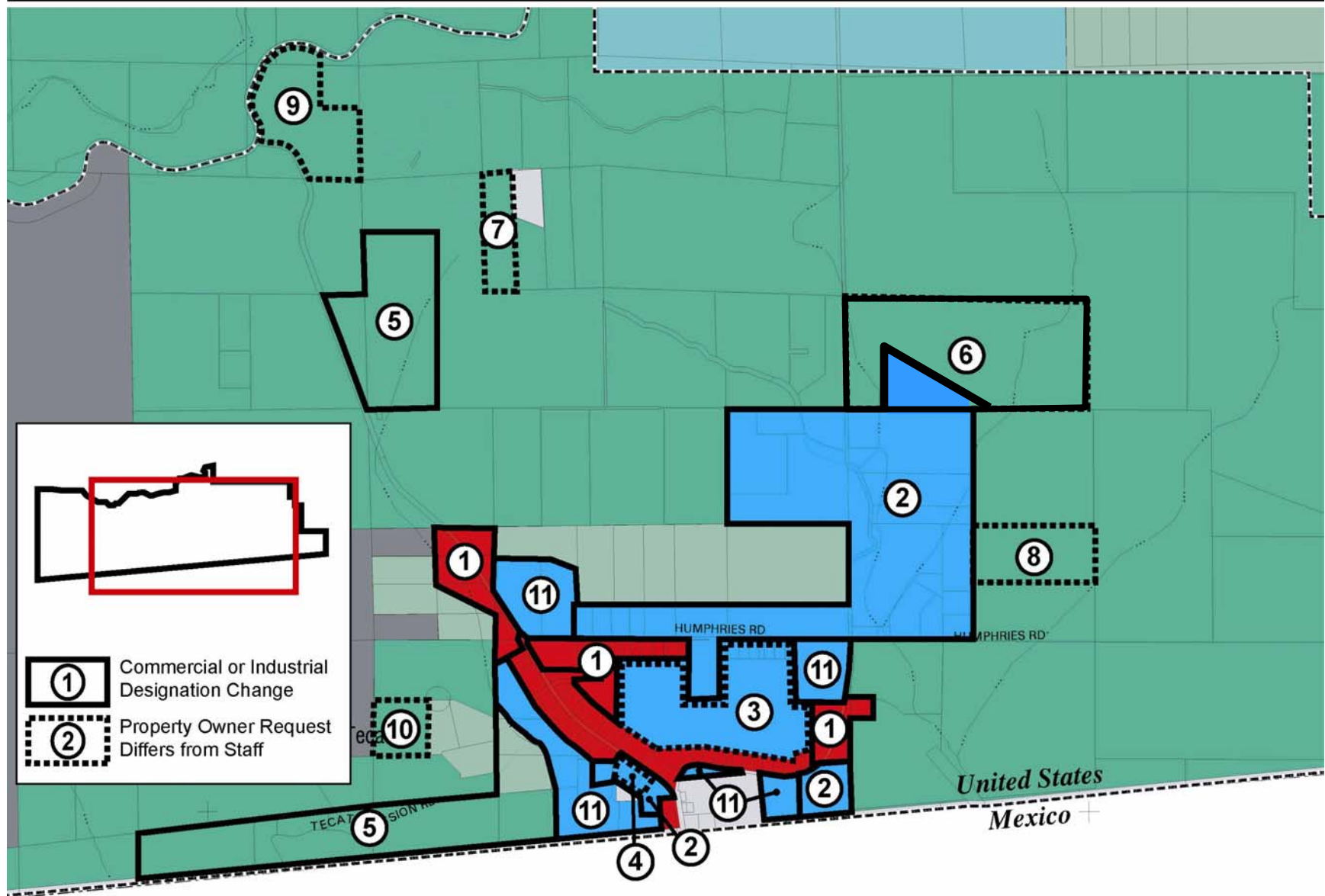
**GENERAL PLAN 2020 PLANNING COMMISSION HEARINGS**  
**March 18, 2005**

#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff	CPG/CSG	Owner		
11	(SR-4) Semi-Rural Residential	Consensus not reached — No position taken	Designation appropriate for expanding operations to include banquet & education facilities, farm zoo <b>(Bates-Ness)</b>	<p><i>Total Area:</i> 37.82 acres</p> <p><i>Current Use:</i> Retail commercial, agriculture, and processing nuts</p> <p><i>Existing GP:</i> (17) Estate Residential</p>	<ul style="list-style-type: none"> <li>Commercial designation would allow uses inconsistent to surrounding land uses and with community character without requiring appropriate environmental review – <u>zoning ordinance and use permit are more appropriate tools.</u></li> <li>Existing MUP governs operations and could be modified to accommodate expansion. This would require additional staff/community review to ensure new uses are compatible with surrounding land uses.</li> <li><u>Staff will include guiding language in the Community Plan specifying Bates Nut Farm importance when defining Valley Center's community character.</u></li> <li><u>Draft zoning ordinance language will be prepared and shared with the property owner.</u></li> </ul>



GENERAL PLAN 2020 PLANNING COMMISSION HEARINGS  
March 18, 2005

Tecate (portion of)

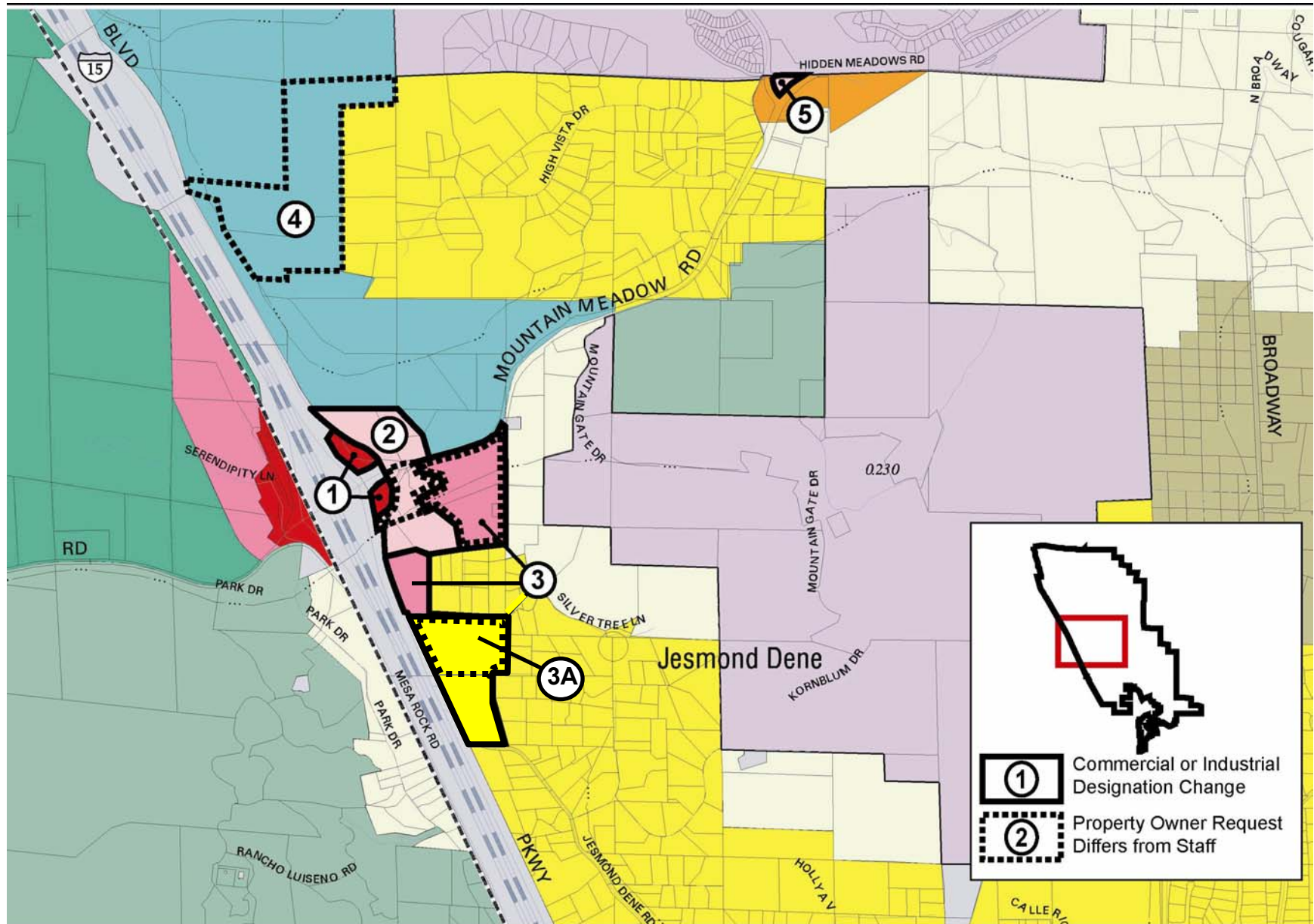


**GENERAL PLAN 2020 PLANNING COMMISSION HEARINGS**  
**March 18, 2005**

#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff	CPG/CSG	Owner		
6	(1-2) Medium Impact Industrial on 10 acres & (RL-40) Rural Lands on remaining 68 acres	(18) Multiple Rural Use	(C-1) General Commercial  (I-2) Medium Impact Industrial (Drobeck)	<p><i>Total Area:</i> 78 acres</p> <p><i>Current Use:</i> Largely undeveloped, some commercial use outdoor storage use on a portion of the property</p> <p><i>Existing GP:</i> (18) Multiple Rural Use</p>	<ul style="list-style-type: none"> <li>• <del>Not adjacent to any other commercial areas</del></li> <li>• <del>Very rugged terrain. The majority of the parcel has over 25% slope</del></li> <li>• <del>Isolated from highway and major arterial roads with multiple dirt roads serving the property</del></li> <li>• Recognition of existing use</li> <li>• Consistent with property owner's request</li> <li>• Adjacent to Medium Impact Industrial (I-2) area to the south</li> <li>• I-2 proposed on a portion of the property that avoids steep slopes and areas with drainage</li> </ul>

GENERAL PLAN 2020 PLANNING COMMISSION HEARINGS  
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Hidden Meadows (portion of)



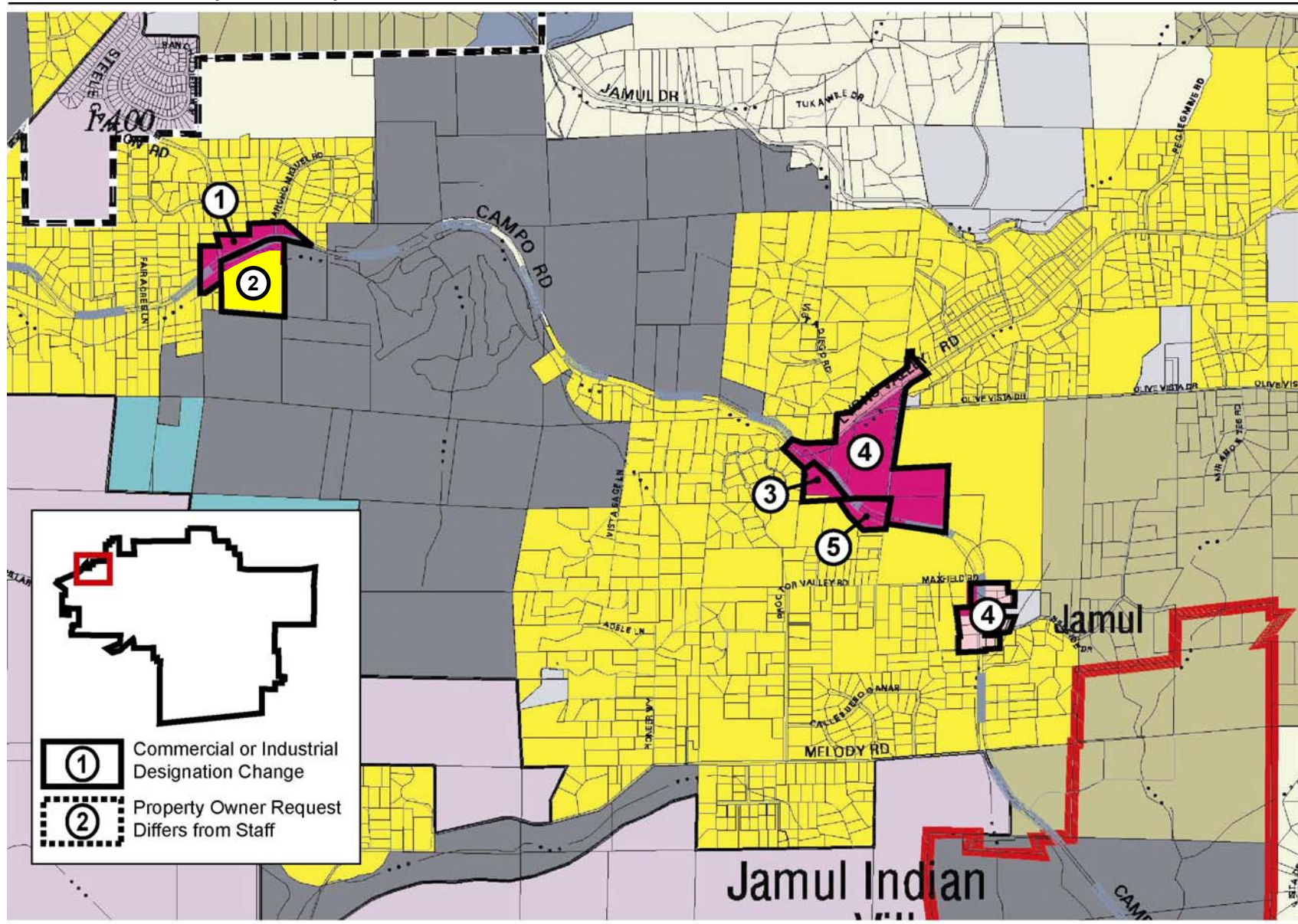
**GENERAL PLAN 2020 PLANNING COMMISSION HEARINGS**  
**March 18, 2005**

#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff	CPG/CSG	Owner		
<b>3</b>	(C-2) Office Professional	(C-2) Office Professional	(C-1) General Commercial <b>(Crowley)</b>	<p><i>Total Area:</i> Approx. <del>57</del> acres <u>30 acres</u></p> <p><i>Current Use:</i> Various (including nursery, driving range, undeveloped)</p> <p><i>Existing GP:</i> (1) Residential <u>(26) Visitor Serving Commercial</u></p>	<ul style="list-style-type: none"> <li>Staff supports the Sponsor Group recommendation</li> <li>Serves as a transition between proposed neighborhood commercial and semi-rural residential</li> </ul>
<b>3A</b>	<u>(SR-1) Semi-rural residential</u>	<u>(C-2) Office Professional</u>	<u>(C-1) General Commercial</u> <b>(Crowley)</b>	<p><i>Total Area:</i> <u>Approx. 27 acres</u></p> <p><i>Current Use:</i> <u>Nursery and Driving range</u></p> <p><i>Existing GP:</i> <u>(1) Residential</u></p>	<ul style="list-style-type: none"> <li><u>Maintain existing General Plan designation of 1 du/1 acre to address Office Professional surplus identified in the ERA Study and to maintain internal consistency along the Interstate-15 Corridor.</u></li> </ul>



GENERAL PLAN 2020 PLANNING COMMISSION HEARINGS  
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Jamul/Dulzura (Western)



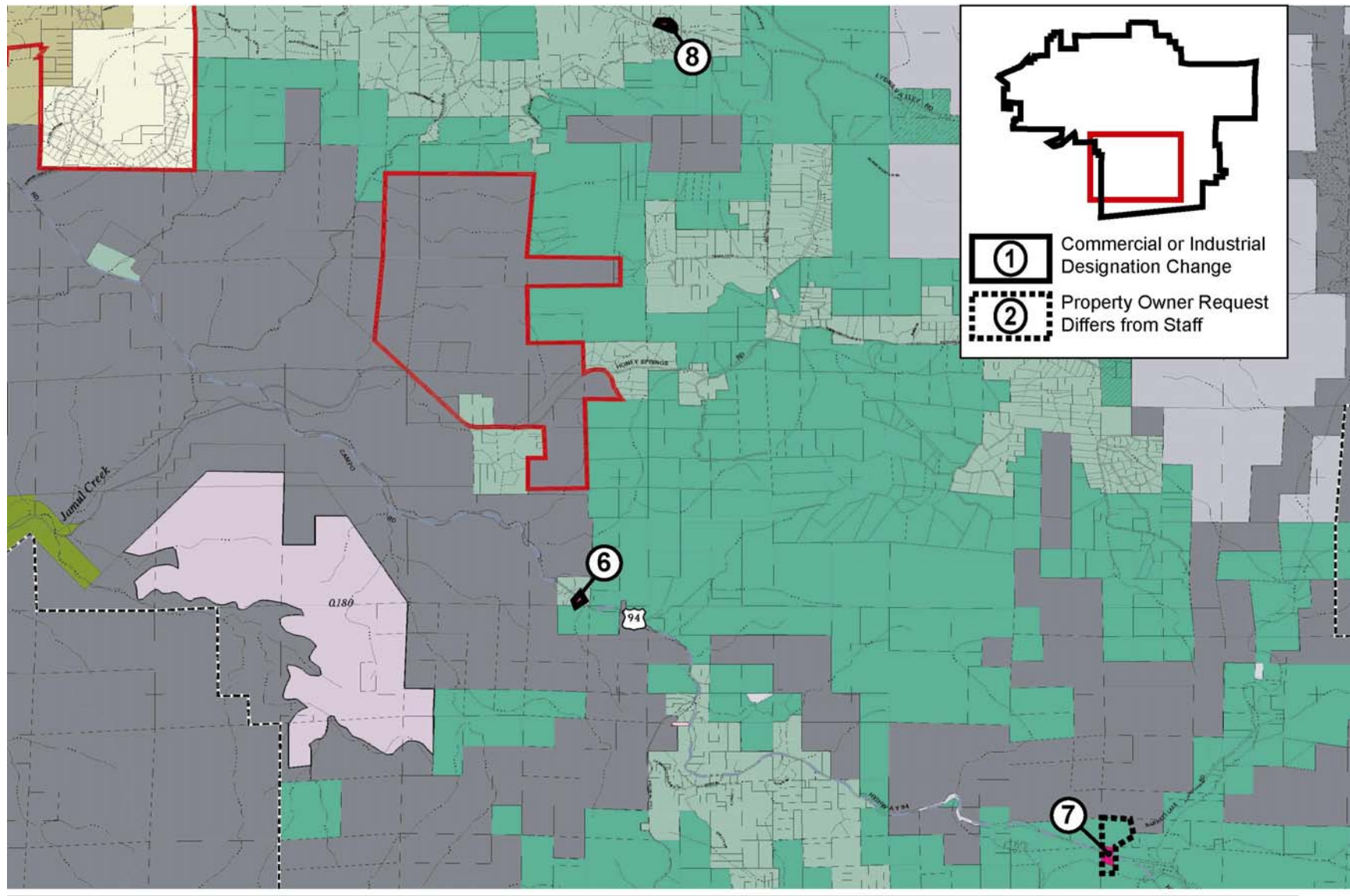


**GENERAL PLAN 2020 PLANNING COMMISSION HEARINGS**  
**March 18, 2005**

#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff	CPG/CSG	Owner		
2	(C-4) Rural Commercial <u>on flat area north of the creek bed</u>	(C-4) Rural Commercial <u>on flat area north and south of the creek bed</u>	(C-4) Rural Commercial <u>on entire property (Nobel)</u>	<p><i>Total Area:</i> 21.03 acres</p> <p><i>Current Use:</i> Commercial/ Residential</p> <p><i>Existing GP:</i> (1) Rural Residential</p>	<ul style="list-style-type: none"> <li>• Request for a small plant nursery is consistent with a rural land use designation</li> <li>• Plant/nursery is compatible with surrounding development in this area of the community</li> <li>• Staff supports Planning Group recommendation except for the flat area south of the creek bed</li> <li>• To avoid environmental constraints, commercial designation should be confined to the area north of the creek bed and remain residential on the south side of the creek where steep slopes occur</li> </ul>

GENERAL PLAN 2020 PLANNING COMMISSION HEARINGS  
March 18, 2005

Jamul/Dulzura (Eastern)



**GENERAL PLAN 2020 PLANNING COMMISSION HEARINGS**  
**March 18, 2005**

#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff	CPG/CSG	Owner		
7	(C-4) Rural Commercial north of SR94 <u>on east side of Barrett Junction Café parcel</u>	Expand (C-4) Rural Commercial to the north and south of SR94	Expand (C-4) Rural Commercial to the north and south of SR94 <b>(Herzog)</b>	<p><i>Total Area:</i>  <u>46.36</u> acres</p> <p><i>Current Use:</i>  Vacant</p> <p><i>Existing GP:</i>  (13) General Commercial  (18) Multiple Rural Use</p>	<ul style="list-style-type: none"> <li>• Located at a “T” intersection with Barrett Lake Rd and SR94</li> <li>• Recognition of existing Barrett Junction café</li> <li>• Small-scale activity (rural market and small gas station) is appropriate for the rural character of the area</li> <li>• <u>Groundwater availability and septic concerns for 50 proposed permanent campsites on 33 acre property to north of SR94</u></li> <li>• Proposed gymkhana/rodeo <u>use on southern side of State Route 94</u> is best accommodated with a Use Permit</li> <li>• Steep slopes occur in rear portion of southern property, Tier 1 Biological habitat occurs throughout majority of property, and wetlands occur within the property. Land is within Multiple Species Conservation program</li> </ul>

**GENERAL PLAN 2020 PLANNING COMMISSION HEARINGS**  
**March 18, 2005**

#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff	CPG/CSG	Owner		
10	<p>Split designation:</p> <p>(C-1) General Commercial on northern portion</p> <p>(VR-24) Village Residential on southern portion</p>	(C-1) General Commercial	(C-1) General Commercial <b>(Lamden Family Trust)</b>	<p><i>Total Area:</i> 10.5 acres</p> <p><i>Current Use:</i> Existing retail shopping center</p> <p><i>Existing GP:</i> (12) Neighborhood Commercial</p>	<ul style="list-style-type: none"> <li>• Site is located at the southwest intersection of Sweetwater Springs Blvd. and Austin Drive. Both are Circulation Element Roads with direct access to Highway 94</li> <li>• The General Commercial Land Use Designation is consistent with the existing C36 (General Commercial) zone</li> <li>• The General Commercial component reflects the existing commercial uses</li> <li>• Staff recommends a mixed use (commercial/residential) zone for the 10.5-acre site. A mixed use zone will provide an opportunity for residential development controlled by community- specific zoning</li> <li>• The residential component is consistent with adjacent residential development and provides a buffer between existing residences and the General Commercial area</li> <li>• Consistent with the community development model</li> <li>• Staff supports the Planning Group recommendation</li> </ul>



**GENERAL PLAN 2020 PLANNING COMMISSION HEARINGS**  
**March 18, 2005**

**Ramona**

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**Key Issues**

- Many vacant parcels of commercial land on Main Street are constrained by vernal pools, although surplus of developable commercial land is still sufficient to meet projected need
- Industrial properties near town center are constrained by floodplain and wetlands
- Industrial properties near Ramona airport are constrained by sensitive habitat
- The ongoing Town Center planning workshops will determine the final mix and intensities of commercial land uses for Ramona

**Planning Group Direction**

- The commercial area shall be limited to the area between Etcheverry and Third Streets. Any new commercial lands should widen rather than extend the commercial strip
- Widen the commercial area for one block bounded by 16th, Day, La Brea, and Main Streets
- Industrial area to exclude the Santa Maria Creek ~~and expand north to Poplar Street~~
- Explore alternative industrial sites that are not constrained, have adequate traffic infrastructure, and that offer minimal impact to surrounding residential neighborhoods

**Additional Staff Analysis/  
Recommendations**

Staff supports Planning Group direction and the continuation of the Town Center workshops to determine the final non-residential land use mix for the town center area.

- The addition of new industrial lands (north to Poplar Street) is intended to replace lands in the floodplain. Although the resulting total is consistent with the ERA needs analysis, there is little flexibility if market forces require more space than is projected

**ERA Needs Analysis**  
*(all numbers in acres)*

	<b><i>Projected Demand</i></b>	<b><i>Existing General Plan</i></b>	<b><i>Surplus/ (Deficit)</i></b>	<b><i>Proposed General Plan</i></b>	<b><i>Surplus/ (Deficit)</i></b>
Commercial	103	274	171	324	220
Industrial	72	341	269	179	107
Office	30	133	103	64	34

*Note: All numbers are rounded to the nearest whole number*

*Source: Economics Research Associates, County of San Diego*





**GENERAL PLAN 2020 PLANNING COMMISSION HEARINGS**  
**March 18, 2005**

#	Proposed Land Use			Existing Conditions	Rationale for Staff recommendation
	Staff	CPG/CSG	Owner		
2	(I-1) Limited Impact Industrial	(I-1) Limited Impact Industrial  3/16/05 <u>(SR-1) Semi-Rural Residential</u>	No recommendation submitted	<i>Total Area:</i> 27.36 acres  <i>Current Use:</i> Estate Residential; Agricultural  <i>Existing GP:</i> (1) Residential	<ul style="list-style-type: none"> <li>• An area is needed to replace industrial lands removed due to environmental constraints</li> <li>• Adjacent to existing industrial district and low-density residential area. Further expansion of industrial use to the north would create conflicts with residential land uses.</li> <li>• Within service areas for water and sewer</li> </ul>
3	(SR-1) Semi-Rural Residential	No formal recommendation — motion expected 2/17/05  3/16/05 <u>(SR-1) Semi-Rural Residential</u>	(I-1) Limited Impact Industrial ( <b>Encinas</b> )	<i>Total Area:</i> Approx. 1.14 acres  <i>Current Use:</i> Residential  <i>Existing GP:</i> (19) Intensive Agriculture	<ul style="list-style-type: none"> <li>• Area has current residential uses</li> <li>• Potential for conflicts with neighboring residential</li> </ul>

**GENERAL PLAN 2020 PLANNING COMMISSION HEARINGS**  
**March 18, 2005**

#	Proposed Land Use			Existing Conditions	Rationale for Staff recommendation
	Staff	CPG/CSG	Owner		
4	(SR-4) Semi-Rural Residential	<p>No formal recommendation — motion expected 2/17/05</p> <p>3/16/05 (SR-4) Semi-Rural Residential</p>	No recommendation submitted	<p><i>Total Area:</i> 52.93 acres</p> <p><i>Current Use:</i> Industrial; Undeveloped</p> <p><i>Existing GP:</i> (15) Limited Impact Industrial (16) General Industrial</p>	<ul style="list-style-type: none"> <li>Impacted by floodway of Santa Maria creek</li> <li>Existing industrial uses would become non-conforming uses and be governed by the provisions in the Zoning Ordinance</li> </ul>
5	(SR-4) Semi-Rural Residential	<p>No formal recommendation — motion expected 2/17/05 — 3/</p> <p>3/16/05 Group has supported Monetta GPA</p>	<p>(C-1) General Commercial</p> <p>(I-1) Limited Impact Industrial <b>(Monetta)</b></p>	<p><i>Total Area:</i> 37.98 acres</p> <p><i>Current Use:</i> Agricultural</p> <p><i>Existing GP:</i> (19) Intensive Agricultural</p>	<ul style="list-style-type: none"> <li>Located outside Village area</li> <li>Inconsistent with Community Plan Policy</li> <li>Potential to encourage 'leapfrog' development</li> <li>Owner has a GPA project submitted to DPLU for General Commercial and Limited Impact Industrial which will continue to be reviewed separately</li> </ul>

**GENERAL PLAN 2020 PLANNING COMMISSION HEARINGS**  
**March 18, 2005**

#	Proposed Land Use			Existing Conditions	Rationale for Staff recommendation
	Staff	CPG/CSG	Owner		
7	(SR-2) Semi-Rural Residential	<p><del>No formal recommendation</del>  <del>—motion expected</del>  <del>2/17/05</del></p> <p>3/16/05  Address through zoning</p>	Commercial <b>(Vengler)</b>	<p><i>Total Area:</i> 4.78 acres</p> <p><i>Current Use:</i> Commercial</p> <p><i>Existing GP:</i> (17) Estate Residential</p>	<ul style="list-style-type: none"> <li>• Located outside Village area</li> <li>• Inconsistent with Community Plan Policy</li> <li>• Current use is non-conforming</li> </ul>
8	(SR 2) Semi-Rural Residential	<p><del>No formal recommendation</del>  <del>—motion expected</del>  <del>2/17/05</del></p> <p>3/16/05  (SR 2) Semi-Rural Residential</p>	Commercial or Industrial <b>(Lemus)</b>	<p><i>Total Area:</i> 1.1 acres</p> <p><i>Current Use:</i> Residential</p> <p><i>Existing GP:</i> (17) Estate Residential</p>	<ul style="list-style-type: none"> <li>• Located outside Village area</li> <li>• Located at high-traffic intersection (Highway 67 and Dye Rd). Access to a commercial use would cause significant traffic impacts.</li> <li>• No demonstrated need for use requested</li> </ul>